



BTEC Assignment Brief

Qualifications	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	Unit 12: Investigate Overseas Working
Learning aim	B: Demonstrate effective customer service and sales skills required to work overseas
Assignment title	Assignment 2: Putting theory into practice!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working in the reservations department of a large, integrated tour operator. You really enjoy your job but you have always dreamed of working abroad and have been invited to attend an Assessment Day for overseas staff. During the Assessment Day the training team would like to see how you handle common situations faced by staff working overseas and have set up two role play situations for you to take part in.
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Task 1	You have been asked you to demonstrate effective and professional face-to-face customer service and sales skills in two role-play situations. You will play the part of a resort representative and a trainer will play the part of the customer: 1) Complaint You are required to handle a face-to-face customer complaint competently. You must complete a customer service report to record the incident and any other appropriate paperwork. You must: ● display a positive attitude and behaviour ● demonstrate excellent verbal and non-verbal communication skills, including tone of voice, empathy, listening and questioning, building a rapport, body language ● be effective, confident and efficient, handling any
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	issues relating to the customer's behaviour or attitude appropriately ● show that you can take responsibility for finding a solution and influencing the customer's perception of the situation, agreeing to follow up situations ● demonstrate product knowledge, initiative and creativity when solving the problem, whilst following appropriate procedures. Sales You must use effective selling skills to successfully close the sale for an appropriate excursion that meets the customer's needs and preferences. You will then complete an excursion ticket for the customer and any other appropriate paperwork. Make sure that you appropriately demonstrate: ● product knowledge, including features and benefits ● an understanding of the factors that may influence the customer's decision to purchase or not to purchase ● that you know the requirements of the customer sufficiently to identify preferences and needs ● that you can match products and services to the customer's preferences and needs ● that you can overcome objections and close the sale All written communication must be professional and clear, with correct use of spelling and grammar. You must demonstrate individual responsibility and effective self-management as you meticulously complete the paperwork. You must also demonstrate a high standard of personal presentation and dress appropriately for the role of a resort representative.
Checklist of evidence required	● 2 x detailed Observation Records (one for each role play) ● Peer observation statements based on the learner's performance in both situations ● A video of the learner taking part in each role play ● Appropriate, professional documentation completed by the learner in relation to each role play situation
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
12/B.P4	Demonstrate competent customer service skills in resolving a customer complaint, selling an excursion, product or service and completing associated documentation
12/B.M2	Confidently and efficiently resolve a customer complaint and successfully close a sale, completing the associated documentation to a professional standard
Uit 12/B.D2	Demonstrate individual responsibility and effective self-management in successfully resolving a customer complaint and successfully closing a sale, completing the associated documentation to a professional



	standard.
Sources of information to support you with this Assignment	Textbook Dale, G. (2018) <i>Pearson BTEC National Travel and Tourism Student Book</i>. Harlow: Pearson Websites https://www.instituteofcustomerservice.com/research-insight/guidance-notes/article/handling-complaints The Institute of Customer Service website; handling a complaint https://www.youtube.com/watch?v=8LmaQaBMqd8 YouTube Video; Nicki Weiss Sales Tip 5 - Understanding customer needs https://www.youtube.com/watch?v=nZEgXiAEV5U YouTube Video; KO Sales Coach - Features and Benefits https://www.youtube.com/watch?v=rePnYdjfHaE YouTube Video; Objection Handling - 5 Steps to Overcome Objections https://www.youtube.com/watch?v=WdYGdpTTLEs YouTube Video; Victor Antonio How to Close a Sale - 5 Reasons Clients Don't Buy
Other assessment materials attached to this Assignment Brief	Role play scenarios



Assessor:

Example roleplay scenarios.

The example roleplay scenarios are an outline of the customer service and sales situations required for assessment. It is expected that the Assessor will add meat to the bones of the roleplays during each practical assessment, giving each customer a 'personality' and adding additional questions, needs and requirements as necessary. Centres may devise their own scenarios.

Complaint:

During an accommodation visit, a customer approaches you complaining that the room they were allocated on arrival the previous evening does not have a balcony and sea view for which they paid a supplement. They have been told by the hotel receptionist that they have been booked a standard room in line with the tour operator's rooming list and that no upgraded rooms with balcony and sea view are currently available. You need to use customer service and complaint handling skills to resolve the customer complaint, completing associated documentation.

Sales:

You have just presented a welcome meeting to new arrivals at a 4* hotel in Benidorm. After the welcome meeting, you are approached by a family who are interested in going on a trip at some point during their stay. You need to use effective questioning and sales skills to propose and sell an excursion to meet their preferences and needs, completing associated documentation.